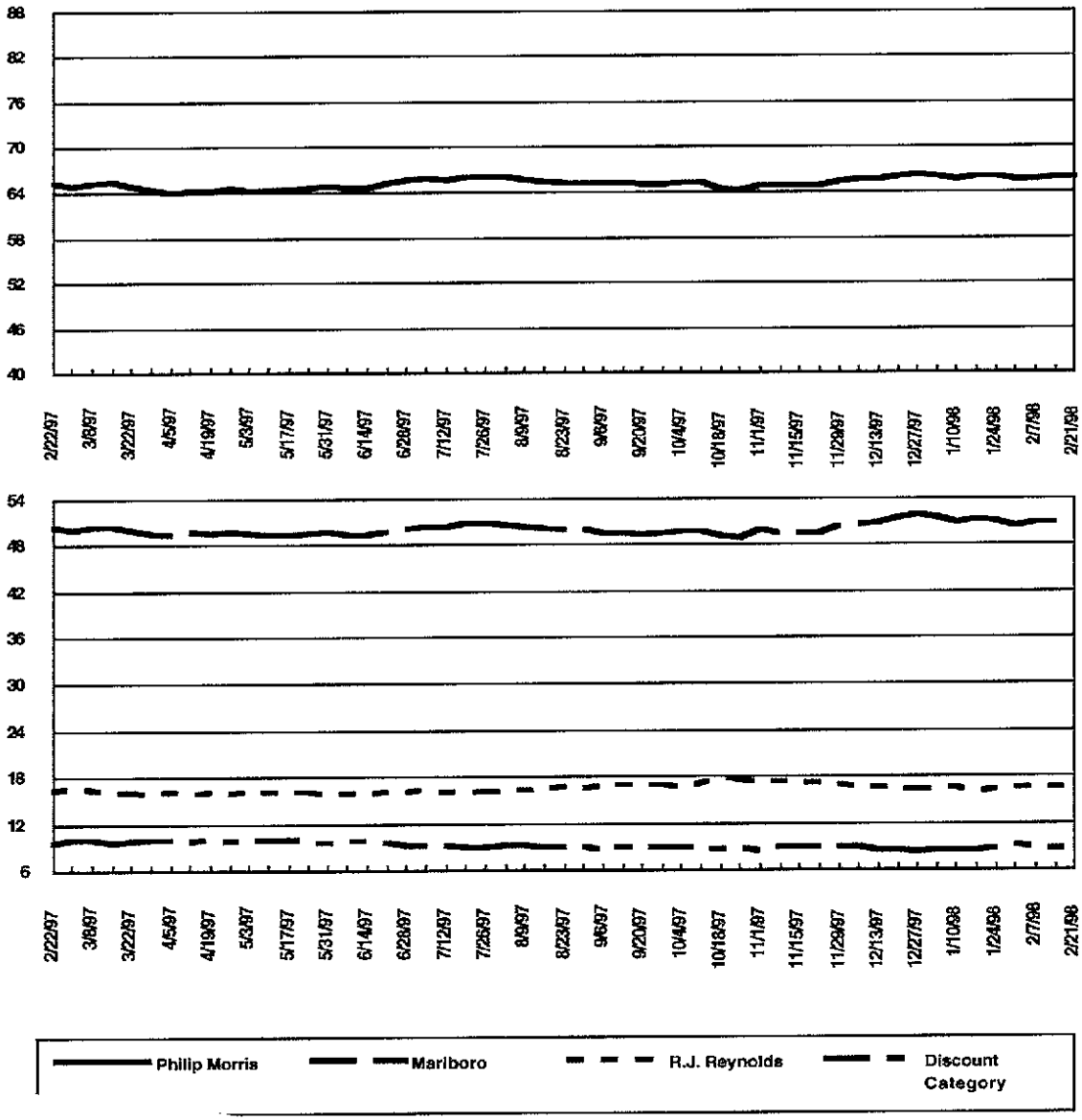
MOBIL (R. Webster)
THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	65.44	65.98	65.39	63.75	-1.64
Marlboro	50.22	50.89	50.30	47.59	-2.71
OPB	12.16	11.94	12.00	12.75	0.74
Basic	2.84	2.93	2.83	3.18	0.35
R. J. Reynolds	16.96	16.74	16.40	18.41	2.01
Camel	5.71	5.54	5.73	6.14	0.41
Winston	4.80	4.78	4.27	5.12	0.85
Doral	2.31	2.36	2.03	2.84	0.81
B&W	8.36	8.17	8.94	8.55	-0.38
GPC	2.40	2.35	2.40	2.47	0.07
Lorillard	9.09	8.96	9.12	9.15	0.02
Newport	7.67	7.64	7.59	7.76	0.16
Liggett Group	0.09	0.09	0.09	0.09	0.00
Premium	90.94	90.94	90.86	90.01	-0.85
Private Label	0.01	0.02	0.02	0.02	-0.01
Avg Ind CPW	178.21	177.36	173.49	165.84	-7.65
Avg PM CPW	116.62	117.02	113.44	105.72	-7.73
Avg Marl CPW	89.50	90.26	87.27	78.92	-8.34
# of Stores	523	523	523	523	0

Source: STARS Store Level Data

Leadership Accounts Package

2071850170

Source: https://www.industrydocuments.ucsf.edu/docs/tpnm0004